

The diploma thesis “*The Year 2010 – Pocitame s detmi v Ceske televizi: Programmes for Children and Youth in the Czech Television*” deals with broadcasting for children and youths on Czech Television and focuses on the production of cyclic programmes. It summarizes the production of these programmes since the beginning of Czech Television in 1992 until 2010. The author also describes the structure of production centers in Czech Television that used to produce and are still producing those programmes. Furthermore, the author analyzes the strategy *Pocitame s detmi v Ceske televizi* which followed the previous projects – “*Osudove osmicky v nadich dejinach*” (*the Fateful Eights in our history*) and “*Rok svobody*” (*the Year of Freedom*). The analysis consists of an overview of existing, new cyclic and also planned programmes which Czech Television started or planned to broadcast during this strategy. The thesis provides quantitative conclusions such as the amount of all the programmes for children and youths broadcast during the existence of Czech Television, average time spent by children, youths and adults watching TV and especially Czech Television and the share of audience that was watching Czech Television.

The author uses the tool of semiotic analysis to examine what means of expression are used to display real and fictional characters in the learning cyclic programme *Vzduchoplavec Kracmera*, one of the new programmes published during the strategy.

In the final part the author briefly outlines the current situation of programmes for children and youths in Czech Television.